Public Relations Guild

Report Summary

Interviews

Last month's interviews have raised some issues which we need to address, both within CUPS and in terms of contacts with reporters.

What the Guild Needs

Our main concern currently is that members respect the Guild's mandate and assist us in fulfilling it. This month has been a bit of an obstacle course!

Information Tables

No news on Earth Day. All other information tables have been put on hold until fall.

Web Page

We still have no luck in accessing our e-mail. This is turning into a wild goose chase! On the positive side, Frater Oz has obtained a web browser and is in the process of installing it.

Interviews

Last month's interviews are now done. There were a few snags with both the print and television interviews, and we are beginning to learn what we need to do in order to avoid them next time.

Sue Hirshorn, of the *Thursday Report*, has published her story about CUPS. It reflected very well on us and was accurate as far as information about Paganism is concerned. However, she seemed to have trouble with names and positions of our members and staff. We are investigating the information we suspect to be incorrect, and will be contacting Sue and her editor shortly to address the matter.

The problems with *Concordia Today* interviews revolved around Amethyst & Linda. Our main concern is that Amethyst interrupted an interview Michael David was giving, apparently to "correct" information he was giving. This left Michael very angry, and we feel it also reflects badly on CUPS as an organization.

We had no opportunity to speak to Amethyst about the interview beforehand, since her phone number was not on the membership list and Linda refused to release it or to contact her for Frater Oz when he requested it. According to Linda, the two were arguing and she didn't want to speak to Amethyst. Adding insult to injury, later she came to the office to say that Amethyst was angry with Frater Oz for not asking her permission to conduct the interview.

A final complaint is simply that neither Andrea nor Sue contacted CUPS with information about the publication or airing of their stories. Sue's was published in the April 10th issue of the *Thursday Report*. We believe the *Concordia Today* piece has been aired, but were not able to see it.

In order to resolve some of these issues, we will be implementing a few simple measures, and we would like to request the help of the executive for some of them. First, we will be writing some guidelines for

reporters who wish to attend CUPS activities. The Guild will be working on our press kit, but in the meantime we will be training volunteers to speak for us during interviews. In order to prevent future embarrassment, we ask the members' co-operation in not granting any interviews unless they have received the training and the Guild has been notified.

Concerning the workshop leaders, the Guild cannot be responsible for contacting these individuals if we are denied access to their phone numbers. In the case of Bardic Circles, Amethyst's phone number does not appear on the workshop proposal sheet, nor is it on our current membership list. We request that Linda & Amethyst submit a new proposal sheet to reflect the change. We also ask that all workshop and ritual leaders be informed that their phone numbers will be given to the Public Relations and Writers' Guilds in order that we may fulfil our mandates.

All leaders should be made aware of the possibility that reporters or students conducting research may wish to visit their activities, and if they prefer not to be interviewed, this should be indicated on the proposal.

What the Guild Needs

Boundaries seem to be a big problem at CUPS right now. Besides our difficulties with Linda & Amethyst, we were disappointed when Jim & Lisa decided to do their own publicity, failing to notify both the Writers' Guild & Public Relations.

Although we are happy to have ritual or workshop leaders doing their own publicity, we would like to see posters before they are distributed in order to check that all necessary information has been included. We also feel that the best way to keep records of printing expenses is for all printing to be done by the Guild.

And, of course, when we are not notified of the individual's intent to make posters, we are put into a position in which we may have already designed or even printed posters. It's not fun doing work that we later discover was unnecessary!

In order to resolve this problem, we simply ask that all activity leaders who wish to do their own publicity contact the Guild one month prior to the date of the event. Activity leaders should also be made aware that their information is needed by the Writers' Guild for *Tidings*, and that if it is not received by the appropriate deadline, it will not be printed in the newsletter.

Information Tables

With summer approaching there will be fewer people on campus and it will be more difficult to recruit volunteers for our tables. As a consequence the Guild has decided to postpone information tables until late August or early September, when students will be coming back for such activities as Orientation Week.

In the meantime, we will concentrate on training volunteers and on working with Writers' Guild to produce documents that will assist reporters and students who come to us for information.

As for the Earth Day celebrations, we were unable to contact Robin Edgar, nor did he attempt to contact Frater Oz with confirmation of his group's activities. We suspect that he may have had to cancel. However, the Guild was able to obtain to documents from the Writers' Guild, which will be distributed at our information tables and where *Tidings* is found.

Web Page

What we first thought to be a success turned out not to be. Although we now have all the appropriate information regarding the use of university computer accounts, we still are unable to access our account. A second attempt has been made to contact Anuska for assistance, and we are awaiting her reply. The staff in the computer labs is unable to answer our questions. Perhaps CUG will be able to help us - if we can ever reach someone at their office!

On a positive note, after many attempts and several failures, Frater Oz has managed to obtain a web browser that will work with his current computer set-up. It is being installed and should be up and running very soon.